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Cal Poly, Catalyst Paper Partner to Support Internship

SAN LUIS OBISPO – Catalyst Paper has donated more than \$15,000 to Cal Poly's Graphic Communication Department to support a summer internship at Trend Offset, headquartered in Los Alamitos, Calif.

The money was raised during last summer's annual Doc Stapleton Golf Tournament held in Tustin, Calif. The late Doc Stapleton was known for his commitment to family and to a career serving the printing industry. The annual tournament fund drive has for years supported Cal Poly's graphic communication education in printing technology and management.

From these funds, a Doc Stapleton Endowment was established and has accrued more than \$130,000. Previously, annual funds from the endowment have gone to scholarships. This year the Endowment Committee, headed by Jim Wright, director of specialty sales for

Catalyst Paper, decided to expand the endowment's reach to also support internships. This will allow bright, upper-division students to work in printing companies, making immediate contributions while also learning the day-to-day operations of the business.

"We are very excited about the new internship program and the ability to partner with Cal Poly and our valued customer Trend Offset," Wright said. "This is a perfect example of Cal Poly's philosophy of Learn by Doing."

Cal Poly Professor Emeritus Red Heesch developed and maintains the endowment. "This new scholarship is a great example of Catalyst Paper's continuing recognition and support of the students of Cal Poly's Graphic Communication Department," said Heesch, president of Cal Poly's Graphic Communication Alumni Association. "For the past 15 years, Catalyst has exemplified its commitment to industry by promoting excellence in education through participation and unselfish financial contributions."

Harvey Levenson, head of Cal Poly's Graphic Communication Department, said, "This new approach to fund internships as well as scholarships further extends the influence of the endowment. We will continue to provide Doc Stapleton scholarships to help offset the rising cost of education; however, we are now also able to provide an immediate return to supporting companies by having our



From left to right: Sarah Bettencourt, Cal Poly advancement officer; Harvey Levenson, Graphic Communication Department head, and Jim Wright, director of specialty sales for Catalyst Paper, display the check presented to support Cal Poly's Doc Stapleton Endowment.

well-educated students share their insights and ideas even before they graduate.”

About Cal Poly's Graphic Communication Department

The Graphic Communication Department (www.grc.calpoly.edu) was founded in 1946 and is one of the largest and best-known programs of its kind in the nation. The department includes concentrations in graphic communication management, web and digital media, design reproduction technology, graphics for packaging, and individualized study. The program is strongly supported by industry with equipment, supplies and software for the department's more than 33,000 square feet of modern laboratories, and with grants and endowments. The Graphic Communication Institute at Cal Poly (www.gci.calpoly.edu) focuses on services for industry, including research, testing, product evaluations, consulting, training, seminars, workshops, conferences, and publishing. The department is accredited by the Accrediting Council for Collegiate Graphic Communications.

About Catalyst Paper

Catalyst Paper manufactures a broad range of communication papers for commercial printing, retail advertising, publishing and direct marketing. With four mills, including a pulp mill, the company serves North America, Latin America and Pacific Rim markets. Respected by environmental groups for sustainability performance, expertise and transparency, Catalyst has annual production capacity of 1.9 million metric tons and is ranked among the country's 50 most socially responsible companies by Jantzi-Macleans and by Corporate Knights magazine as one of the 50 Best Corporate Citizens in Canada.

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